

APPAREL AND ACCESSORIES

Zegna expands omnichannel strategy with Tmall store

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Zegna has opened a store on Tmall. Image credit: Alibaba

By STAFF REPORTS

Italian fashion group Ermenegildo Zegna is growing its digital retail footprint with the launch of a store on Tmall's Luxury Pavilion.

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Chinese consumers are currently the most important target audience for Zegna. After dipping its toe into Alibaba's Luxury Pavilion for a capsule collection last year ([see story](#)), the brand is launching a storefront on the platform, enabling it to reach Chinese consumers through more channels.

"With the launch of our presence on Farfetch, Wechat, Tmall, as well as other important digital sales channels, we continue the efforts in strengthening our omnichannel approach, which implies not only an integration between physical and virtual touchpoints, but also the opportunity to offer increasingly personalized and timely in-store services, leveraging on our specialized production centers," said Gildo Zegna, CEO of Ermenegildo Zegna Group, in a statement.

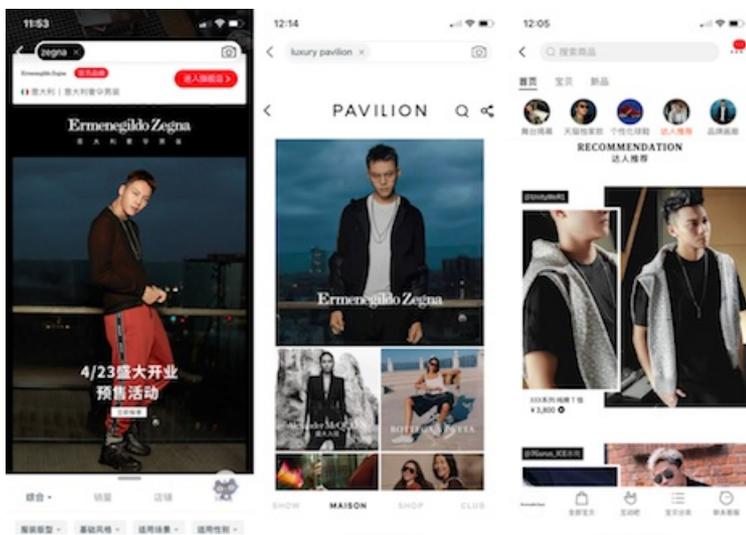
China commerce

Zegna has been building its digital presence in China in recent years. In 2016, the brand launched its direct-operated Chinese ecommerce site.

The following year, Zegna created a pop-up shop on WeChat.

For its official Tmall store opening, Zegna is rolling out a series of exclusive merchandise for the platform. Creating an editorial shopping experience, products will be showcased within dedicated content.

Zegna is also creating a luxury ecommerce experience by offering door-to-door delivery by request.



Zegna's Luxury Pavilion store. Image credit: Alibaba

On April 23, Zegna released its results for 2018. Revenues totaled 1.159 billion euros, or about \$1.294 billion, down 2 percent, while the company's net profits rose 4 percent.

About 90 percent of the group's sales come from exports. Along with China, Zegna is seeing upticks in markets such as Russia, Canada, Korea and Japan.

"Fiscal year 2018 has been strongly influenced by a general slowdown of the international economy and, in particular, by a weak demand in Europe and US," Mr. Zegna said. "In this context, therefore, I consider positively the fact that we can confirm 2018 results.

"This achievement has been also reached thanks to the strengthening of the new brand strategy, which favors the enlargement of our customer base and an increase in the occasions of use out of formalwear," he said. "Moreover, 2018 was also the year that saw us take control of Thom Browne, a choice I am particularly pleased and proud of.

"In 2019, thanks also to the consolidation of the New York brand, we will certainly see stronger results."

Ermenegildo Zegna acquired a majority stake in fashion brand Thom Browne for half a billion dollars.

The company will now have control over Thom Browne, whose remaining shares will be operated solely by the namesake designer himself. Zegna has bought 85 percent of the brand's shares for an enterprise valuation of approximately \$500 million ([see story](#)).